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## **ТЕРРИТОРИАЛЬНЫЙ БРЕНДИНГ В АСПЕКТЕ ВЛИЯНИЯ ГЛОБАЛИЗАЦИОННЫХ ПРОЦЕССОВ**

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## **IMPACT OF GLOBALIZATION PROCESSES ON PLACE BRANDING**

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## **АННОТАЦИЯ**

Процессы глобализации не просто оказывают существенное влияние на процесс создания и продвижения брендов территории, но требуют выработки новых технологий геобрендинга. Новые технологии должны позволять увязывать между собой интересы субъектов, действующих на территории, создавать бренд, легко читаемый представителями различных целевых аудиторий, а также корректировать созданный бренд с учетом специфики циркуляции информации в современном мире

## **ABSTRACT**

The processes of globalization not just have a significant impact on the process of creating and promoting brand place, but they stimulate the development of new technologies of branding. New technology should connect the interests of audiences and create a brand relevant to the representatives of different target audiences.

**Ключевые слова:** территориальный бренд, территориальная идентичность, глобализация

**Keywords:** territorial brand, territorial identity, globalization

The branding is very popular and relevant action to create competitiveness and prosperity of the territory. Territories, like companies, need to create brands to attract new "customers" (investors, business, tourists) and to maintain the loyalty of those who are already loyal to the territory [4: 25]. However, due to globalization and the need for interaction with other cultures, there is a range of problems relating to methods of positioning and promotion territory.

In addition to assessing the economy of the territory and of the management structure, evaluation of image characteristics is increasingly important.

If the place has a negative image, it is impossible to create loyalty [3: 49]. In this case it is possible to equate the concept of "image" and "brand": if the place has a positive image, branding is effective, and vice-versa. It should be noted that the brand could not be separated from the brands of products, services of the territory. For example, the Ural Federal was established by the decree of the President of the Russian Federation. Urfu actively constructs its own brand, it creates several questions. How does the creation of Urfu affect the brand of the Ural Federal district? How does Federal University correspond with other projects in the region?

This situation actualizes a serious problem of creating a brand: how to combine the interests of target audiences with the general concept development, positioning and promotion? Thus, there is a need for ways to harmonize the objectives and actions of audiences with the purposes and actions of the authorities

of the territory [4: 45]. A serious problem is the inconsistency brands in the country context. If each region of the Russian Federation will build a brand without regard to other regions, it will increase the number of diverse messages in the information space. A large number of heterogeneous data will decrease the overall efficiency of the brands territories.

Besides the already mentioned problems, there are problems of a global nature. The main of them is the need to create a brand that can be understood by other cultures, in turn, this increases the demands on the content of the brand. From this viewpoint, the brand should definitely be perceived by the inhabitants of the territory, as supporters of a certain culture, and representatives of other peoples. On the other hand, it is important to solve the problems associated with the identity of the territory, then the residents will be able to identify himself with place [4: 172].

In addition, it is important to consider that the territory can be offered to different target audiences, and what is interesting to the tourists, maybe not interesting for investors. The creation of brand names that could be relevant for different target audiences, and their continued maintenance and promotion require the development of new technologies.

Another trend of globalization, namely, the active development of the Internet also has the problem from the point of view of place branding.

It needs to monitor the status of the brand image and in a timely manner to correct them. However, to prevent the appearance of certain information in the Internet is almost impossible. Total openness there is a partial loss of control over the brand. It is difficult to predict what the image of the area will have to the Internet and how it will react to the target audience.

Active development of Internet technology is based on the fact that the availability of different target audiences, different images of the same space becomes impossible. If the earlier representatives of different audiences have not always been able to make contact and exchange views, now the confusion of images of places at each other is a phenomenon very likely [4: 215].

Also, now any action should be tested in the reactions of all target audiences. Something that can be appreciated by one target audience, the other can be perceived negatively [1: 29].

Thus, we can conclude that the processes of globalization not just have a significant impact on the process of creating and promoting place brand, but they require the development of new technologies of place branding. New technology should allow to connect the interests of audiences with the representatives of different target audiences.

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## **ЭМПИРИЧЕСКИЕ ОСНОВЫ ПРОПЕДЕВТИКИ НАЦИОНАЛЬНО-КУЛЬТУРНЫХ КОЛЛИЗИЙ, ВЫЗВАННЫХ ТРУДОВОЙ МИГРАЦИЕЙ НА СРЕДНЕМ УРАЛЕ (К ПОСТАНОВКЕ ПРОБЛЕМЫ)**

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